

AL KALY PUBLIC RELATIONS UNIT

Minutes of 12 July 2016 Meeting

The Meeting was held at the North IHOP in Pueblo and called to order by Noble Don Hamilton (PR Committee Chairman) at 10:15.

Members Present: The members present were IS Bob Burr and IS Merv Terrill; Nobles Don Hamilton (Chairman), Doug Gabel (Co-Chairman) John Larson (Secretary), Doc Hathaway, Jim Brehm, and Ladies JoAnne Sube; Eileen Larson, and Glenda Terrill.

ITEM 1: Minutes from the previous meeting were reviewed.

ITEM 2: In previous meetings there has been much discussion that if we were going to reach out the Spanish community we need to find a member of Al Kaly that was fluent in Spanish and would help us. Lady Glenda said that there is a request in the next issue of the Dust asking for someone to step forward. Lady Glenda also indicated that someone was needed to write articles about Blue Lodge activities.

ITEM 3: Noble Doug presented a draft of a letter to be sent to all Potentates and Records asking for suggestions on how we, as Shrines, could develop a “tag commercial” to following hospital commercials on how to become a Shriner.

ITEM 4: Noble Jim indicated that he had recently had breakfast at the Widefield IHOP and that the staff there asked about the lack of advertising for the last IHOP Pancake Day. Noble Doc said that he needed help in getting the word out to TV and radio stations. Noble Doc also indicated that there would be 2 more new IHOPS participating next year.

ITEM 5: Noble Jim discussed activities for the upcoming golf tournament. He said that he already had 20 sponsors! Lady Glenda volunteered to take flyers to the Walkingstick golf course. Lady Eileen said she would get a mention of the tournament in the Daughters of the Nile newsletter.

ITEM 6: Noble John had several items to report on or discuss. He read an email from Noble Phil Moss stating that the Memorandum of Agreement (MOA) with Peak Vista concerning the restarting of the screening clinics had been completed and was now at Tampa for review and hopefully approval. Next, Noble John read an email for IS Allan Ake stating that the Equine Therapy Program had been temporarily put “on the back burner” but would keep in contact with Michael Kline for further developments. Noble John talked about a Spanish/English newspaper published up in Denver that had a Southern Colorado section. Maybe we could get some articles included in their publication, but would like a Spanish speaker to make the contact. Lastly, Noble John talked about an article in the Public Relations Voice magazine from Imperial that talked about the use of correct terminology when discussing “Shriners International” and “Shriners Hospitals for Children”. Noble John will discuss this article with the Potentate

and if he concurs, Lady Glenda will include in the Dust.

ITEM 7: Lady JoAnne talked about a phone call she received about a year ago from a Boy Scout working on his Eagle rank and wanted to know if we would accept blankets he made as part of one of his merit badge projects. She recently received a call stating he had completed his project and had blankets to donate (see article in the upcoming issue of the Dust).

ITEM 8: Lady Glenda said that the dust had now grown the 32 pages (thanks to all the articles now being submitted) but that as a result, some articles had to be omitted or delayed to the next issue.

ITEM 9: Lady Glenda suggested that one way to get Al Kaly out in front of the public would be for us to volunteer to support the next PBS telethon by operating the phones for a session.

ITEM 10: The revised/updated By-Laws were voted on and approved by the Committee. Noble John will send the revised By-Laws to the Al Kaly Board of Directors for consideration.

The meeting was adjourned at 10:50 with the next meeting to be held 9 August at Cokes Diner in Fountain. Start time is 10:00.

John Larson, Unit Secretary